

# Elinor

## Wonders Why

### Style Guide





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## Intro

ELINOR WONDERS WHY is a PBS KIDS animated series for preschoolers created by Jorge Cham and Daniel Whiteson. Each half-hour episode features two stories that aim to encourage children to follow their curiosity, ask questions when they don't understand and find answers using science inquiry skills. The main character Elinor, the most observant and curious bunny rabbit in Animal Town, will introduce kids ages 3-5 to science, nature and community through adventures with her friends Ari, a funny and imaginative bat, and Olive, a perceptive and warm elephant. As kids explore Animal Town, they will meet all kinds of interesting, funny, and quirky characters, each with something to teach us about respecting others, the importance of diversity, caring for the environment, and working together to solve problems.

In each episode, Elinor models the foundational practices of science inquiry and engineering design -- including her amazing powers of observation and willingness to ask questions and investigate. When she encounters something she doesn't understand, like why birds have feathers or how tiny ants build massive anthills, she just can't let it go until she figures it out. And in discovering the answers, Elinor often learns something about nature's ingenious inventions and how they can connect to ideas in our designed world, and what it takes to live in a community. ELINOR WONDERS WHY encourages children and parents to ask their own questions and experience the joy of discovery and understanding together.



# Elinor Wonders Why

## Style Guide

Welcome to our Elinor Wonders Why Style Guide where you can explore all the wonders of this very charming series.

This style guide is a reference point while setting up marketing and other materials across the board. It features many images and information that showcases the elements of style in our series. By following the details in this guide, this should allow us to present the brand in a consistent way and tone across all media."

Our very curious Elinor often says "we need MORE observations!" - So get curious, observe away and enjoy!





# A- Characters:

## A1-Elinor

Elinor is a precocious little bunny rabbit with seemingly boundless energy to explore and learn interesting things. She is silly and is not afraid to voice her opinion. Elinor likes to think that she has a super power: the power of observation. She often says out loud, "That is SO interesting!" whenever she notices an interesting phenomenon in nature. She likes to charge ahead and is very excited to try things out. When she sees something that she is interested in or wants to understand, she will not let go of it until she understands it. Sometimes, she is more focused on the mystery at hand than other, more practical things (like listening to her teacher). When she wants to dig into something, she will say "We need MORE observations."

But if her first ideas don't work she sometimes gets momentarily discouraged. Of course, her friends and family are always there to remind her to keep trying. She is very good at sharing her enthusiasm, and can get a crowd of kids (or her two best friends) interested in almost anything.

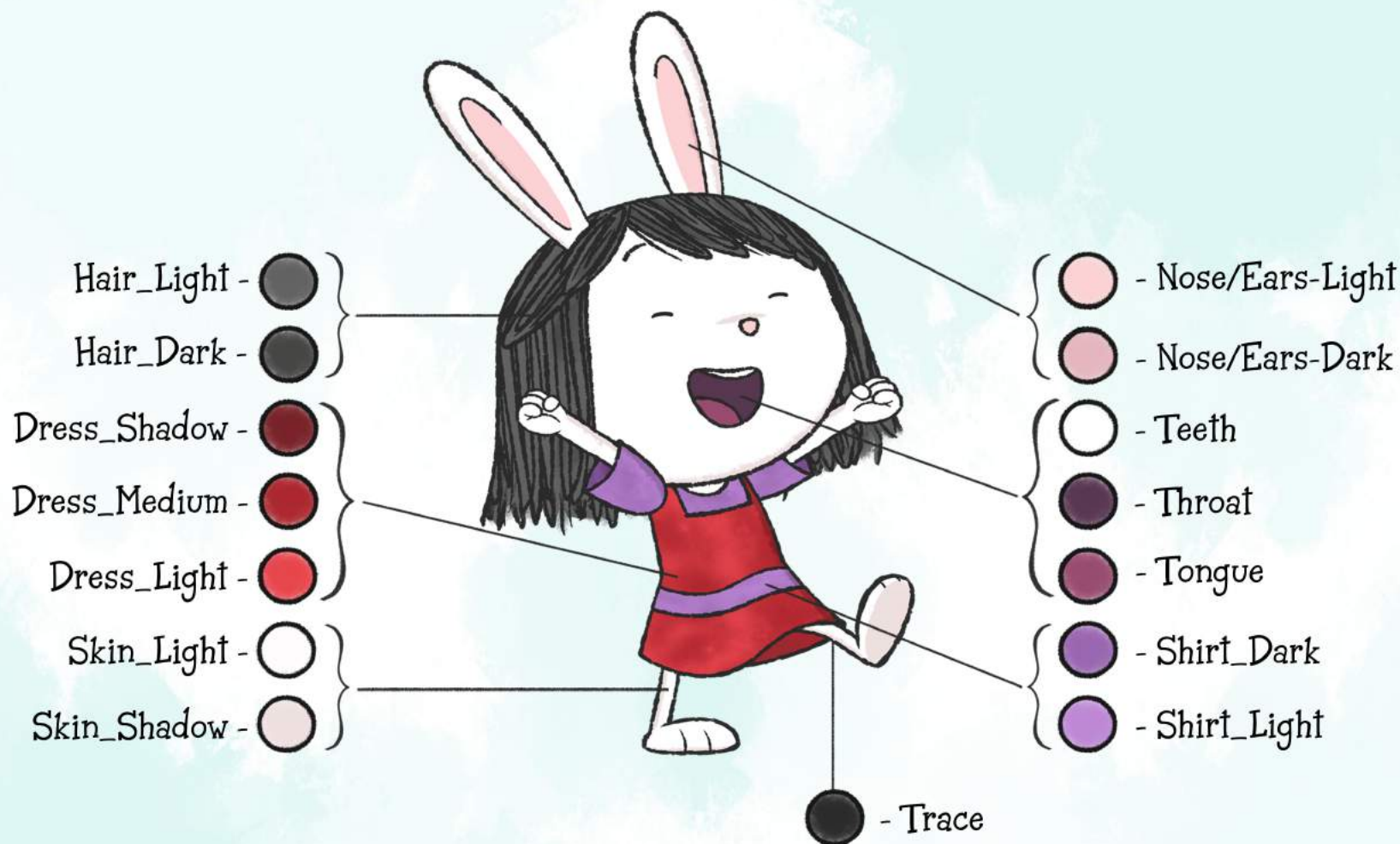
Elinor is very physical in the way that she explores the world and expresses herself. She gets very close to things that interest her, and has no hesitation about diving into bushes or scrambling (safely) up a tree. Her ears are very expressive, reflecting what she is feeling.





# A- Characters:

## A1-Elinor: Color Palette & Textures



● - Hair\_Light

R: 98 - G: 98 - B: 98  
C: 66 - M: 59 - Y: 59 - K: 42

● - Hair\_Dark

R: 70 - G: 70 - B: 69  
C: 66 - M: 59 - Y: 59 - K: 42

● - Dress\_Shadow

R: 121 - G: 35 - B: 41  
C: 32 - M: 92 - Y: 78 - K: 39

● - Dress\_Medium

R: 173 - G: 38 - B: 47  
C: 22 - M: 98 - Y: 88 - K: 14

● - Dress\_Light

R: 232 - G: 70 - B: 77  
C: 3 - M: 88 - Y: 69 - K: 0

○ - Skin\_Light

○ - Skin\_Shadow

○ - Nose/Ears-Light

○ - Nose/Ears-Dark

○ - Teeth

R: 255 - G: 255 - B: 255  
C: 0 - M: 0 - Y: 0 - K: 0

R: 239 - G: 224 - B: 224  
C: 5 - M: 11 - Y: 7 - K: 0

R: 252 - G: 210 - B: 212  
C: 0 - M: 21 - Y: 8 - K: 0

R: 229 - G: 182 - B: 189  
C: 8 - M: 32 - Y: 15 - K: 0

R: 255 - G: 255 - B: 255  
C: 0 - M: 0 - Y: 0 - K: 0

● - Throat

● - Tongue

● - Shirt\_Dark

● - Shirt\_Light

● - Trace

R: 88 - G: 55 - B: 81  
C: 62 - M: 80 - Y: 44 - K: 34

R: 153 - G: 76 - B: 112  
C: 39 - M: 81 - Y: 35 - K: 8

R: 152 - G: 101 - B: 176  
C: 44 - M: 70 - Y: 0 - K: 0

R: 189 - G: 135 - B: 214  
C: 29 - M: 52 - Y: 0 - K: 0

R: 44 - G: 43 - B: 43  
C: 70 - M: 65 - Y: 63 - K: 65

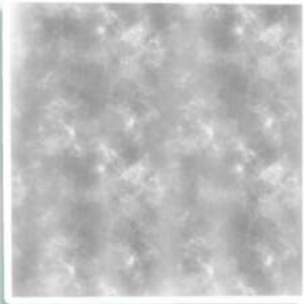




# A- Characters:

## A1-Elinor: Color Palette & Textures

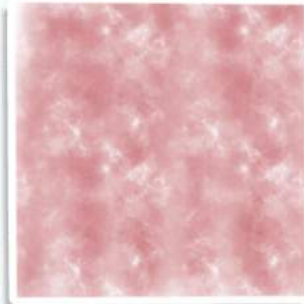
Elinor Hair Texture OL



Elinor Hair Main Fill



Elinor Dress Texture OL



Elinor Dress Main Fill



Elinor Shirt Texture OL



Elinor Shirt Main Fill



Elinor Shirt UL Texture



Elinor Shirt UL Fill



Elinor Skin Main Fill



Elinor Inner Ear Fill



Character Outline



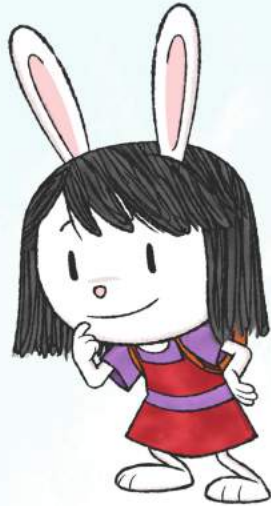


# A- Characters:

## A1-Elinor: Poses



A1\_elinor\_pose\_0001



A1\_elinor\_pose\_0002



A1\_elinor\_pose\_0003



A1\_elinor\_pose\_0004



A1\_elinor\_pose\_0005



A1\_elinor\_pose\_0006



A1\_elinor\_pose\_0007



A1\_elinor\_pose\_0008



A1\_elinor\_pose\_0009



A1\_elinor\_pose\_0010



# A- Characters:

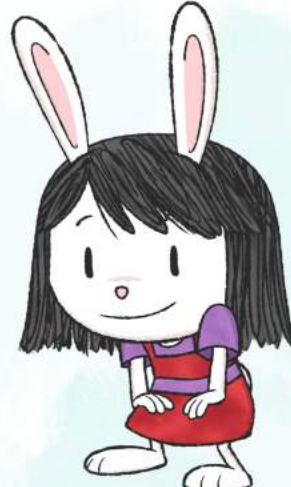
## A1-Elinor: Poses



A1\_elinor\_pose\_0011



A1\_elinor\_pose\_0012



A1\_elinor\_pose\_0013



A1\_elinor\_pose\_0014



A1\_elinor\_pose\_0015



A1\_elinor\_pose\_0016



A1\_elinor\_pose\_0017



A1\_elinor\_pose\_0018



A1\_elinor\_pose\_0019



A1\_elinor\_pose\_0020



# A- Characters:

## A1-Elinor: Poses



A1\_elinor\_pose\_0021



A1\_elinor\_pose\_0022



A1\_elinor\_pose\_0023



A1\_elinor\_pose\_0024



A1\_elinor\_pose\_0025



A1\_elinor\_pose\_0026



A1\_elinor\_pose\_0027



A1\_elinor\_pose\_0028



A1\_elinor\_pose\_0029

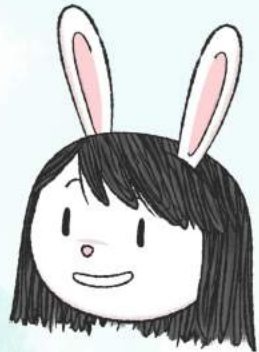


A1\_elinor\_pose\_0030



# A- Characters:

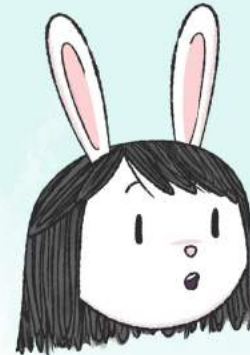
## A1-Elinor: Expressions



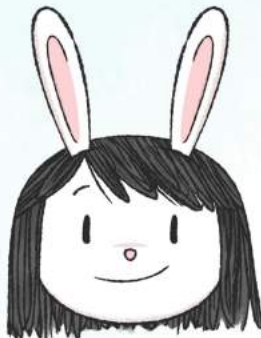
A1\_elinor\_expression\_0001



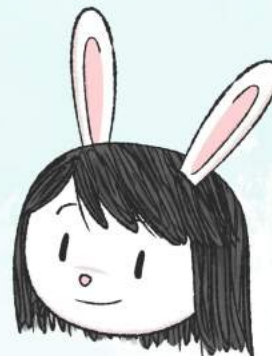
A1\_elinor\_expression\_0002



A1\_elinor\_expression\_0003



A1\_elinor\_expression\_0004



A1\_elinor\_expression\_0005



A1\_elinor\_expression\_0006



A1\_elinor\_expression\_0007



A1\_elinor\_expression\_0008



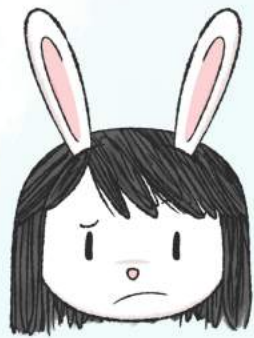
A1\_elinor\_expression\_0009



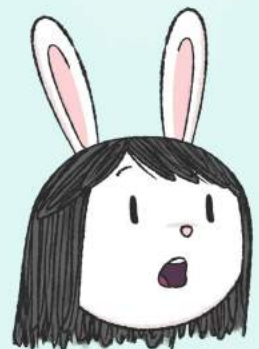
A1\_elinor\_expression\_0010



A1\_elinor\_expression\_0011



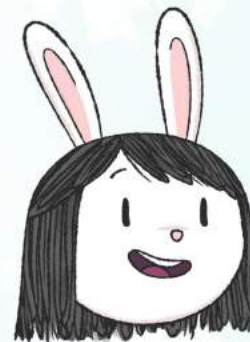
A1\_elinor\_expression\_0012



A1\_elinor\_expression\_0013



A1\_elinor\_expression\_0014

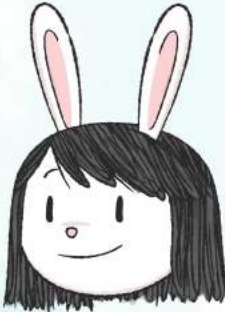


A1\_elinor\_expression\_0015

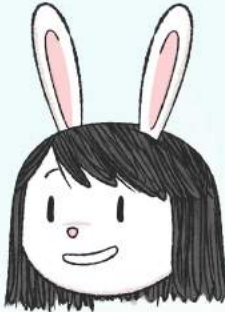


# A- Characters:

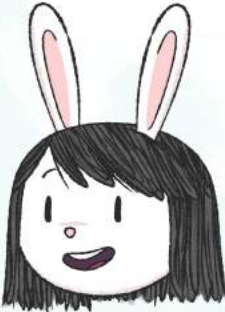
## A1-Elinor: Mouth Chart



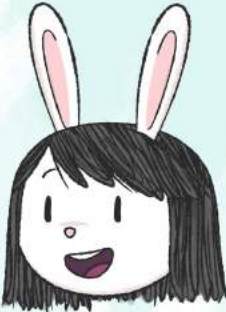
A1\_elinor\_Mouth\_hA



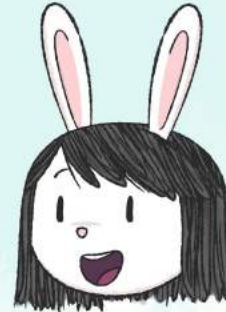
A1\_elinor\_Mouth\_hB



A1\_elinor\_Mouth\_hC



A1\_elinor\_Mouth\_hD



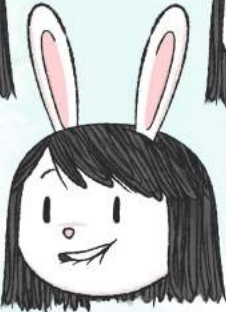
A1\_elinor\_Mouth\_hE



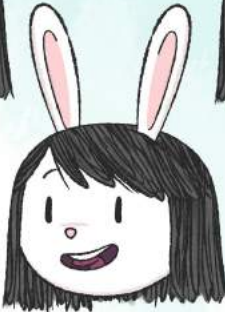
A1\_elinor\_Mouth\_hF



A1\_elinor\_Mouth\_hG



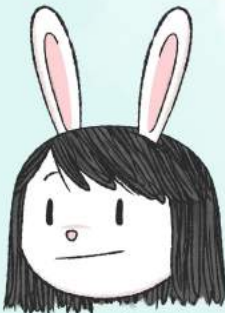
A1\_elinor\_Mouth\_hH



A1\_elinor\_Mouth\_hI



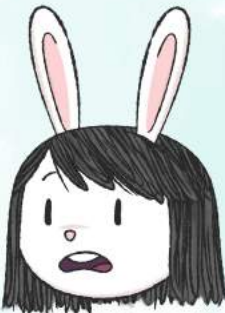
A1\_elinor\_Mouth\_hJ



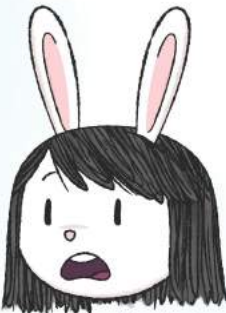
A1\_elinor\_Mouth\_sA



A1\_elinor\_Mouth\_sB



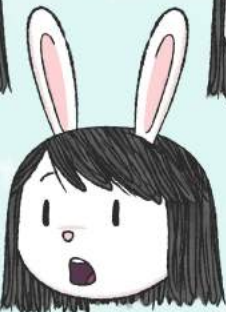
A1\_elinor\_Mouth\_sC



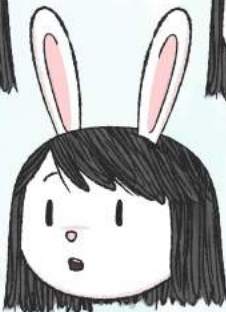
A1\_elinor\_Mouth\_sD



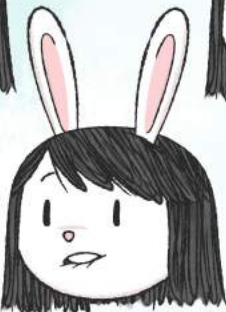
A1\_elinor\_Mouth\_sE



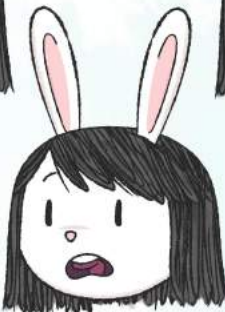
A1\_elinor\_Mouth\_sF



A1\_elinor\_Mouth\_sG



A1\_elinor\_Mouth\_sH



A1\_elinor\_Mouth\_sI



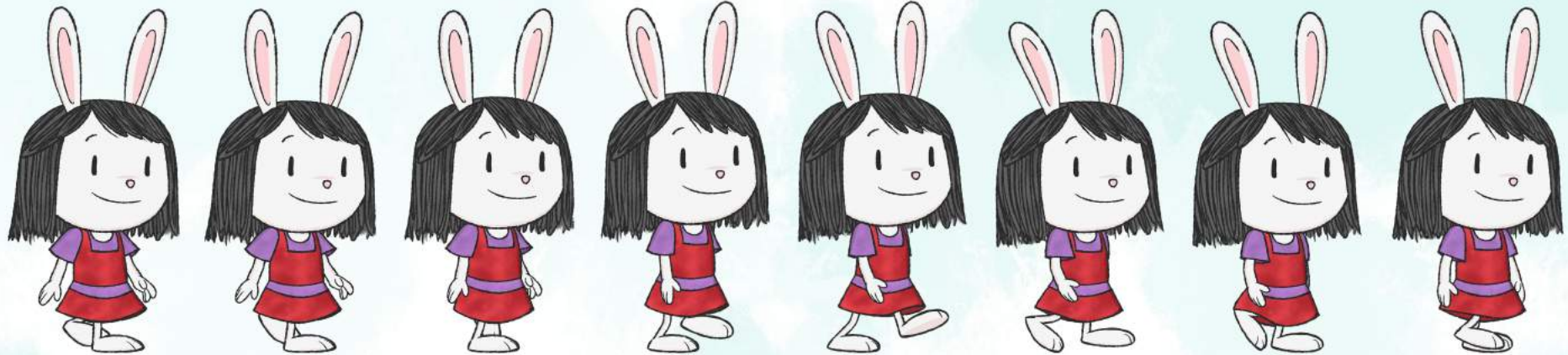
A1\_elinor\_Mouth\_hJ



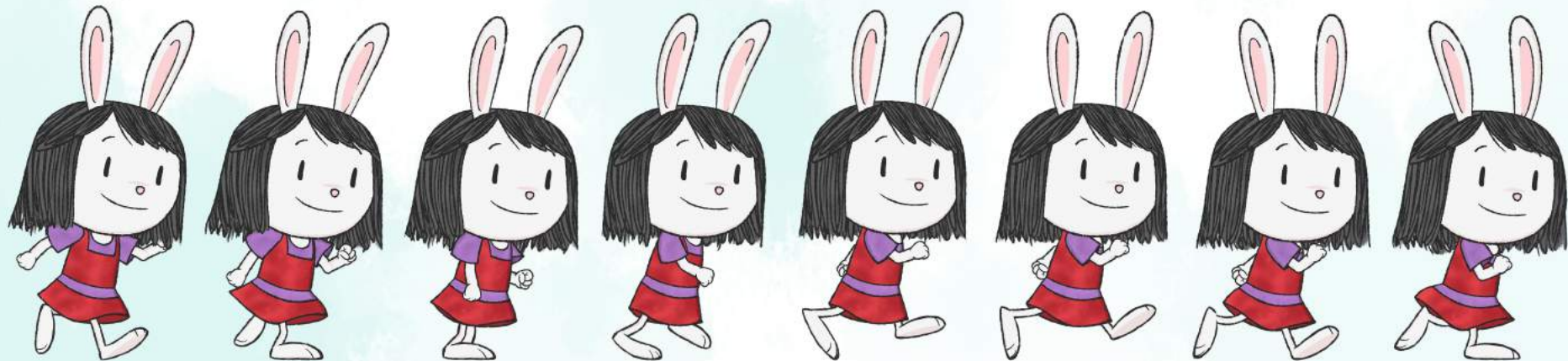


# A- Characters:

## A1-Elinor: Walk/Run Cycle



A1\_elinor\_cycles\_walk



A1\_elinor\_cycles\_run



# A- Characters:

## A1-Elinor: Costumes



A1\_elinor\_costume\_owl



A1\_elinor\_costume\_helmet



A1\_elinor\_costume\_pajamas



A1\_elinor\_costume\_raincoat



A1\_elinor\_costume\_winter



A1\_elinor\_costume\_robe



A1\_elinor\_costume\_sun\_hat

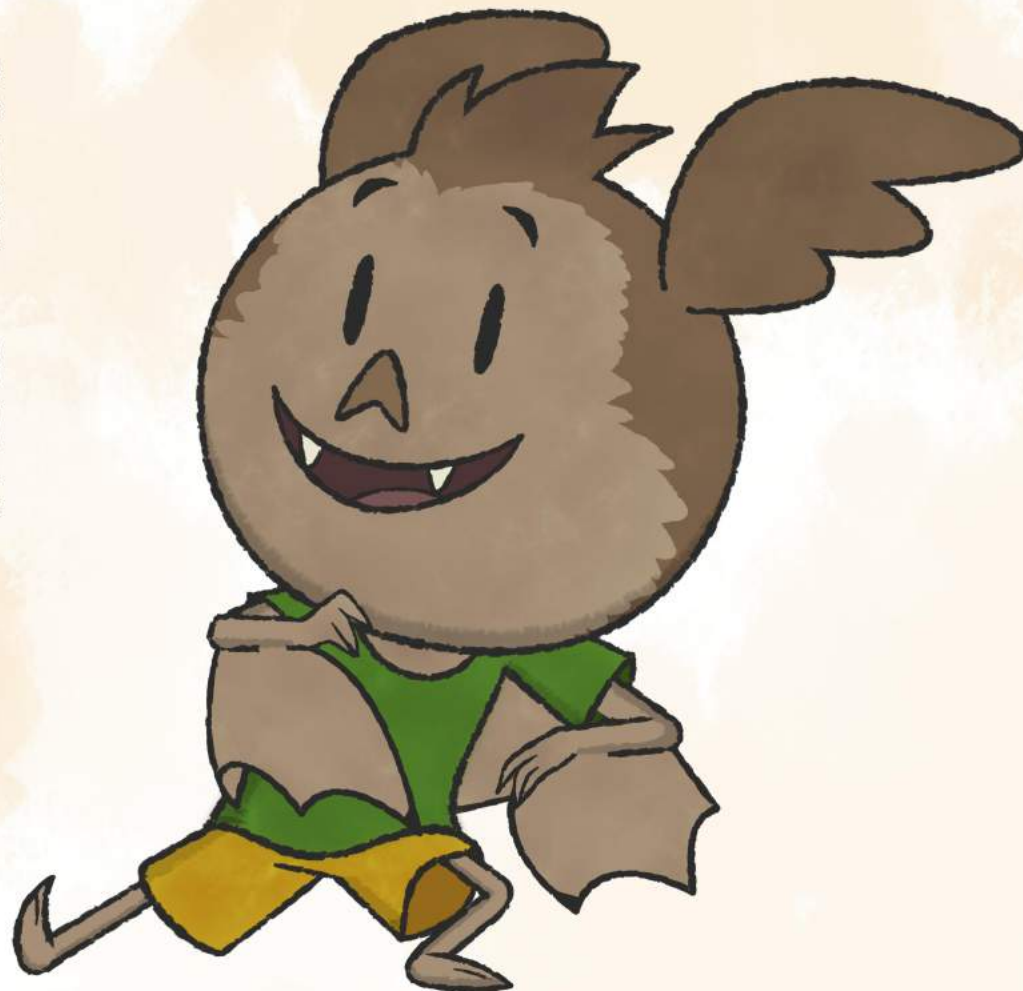


# A- Characters:

## A2-Ari

Ari is one of Elinor's best friends. He is a kid bat with a fun sense of humor and a dramatic personality. He makes a lot of silly jokes (especially puns, often ending a scene or episode with a funny line), and isn't afraid to be the center of attention or to make himself look a bit silly.

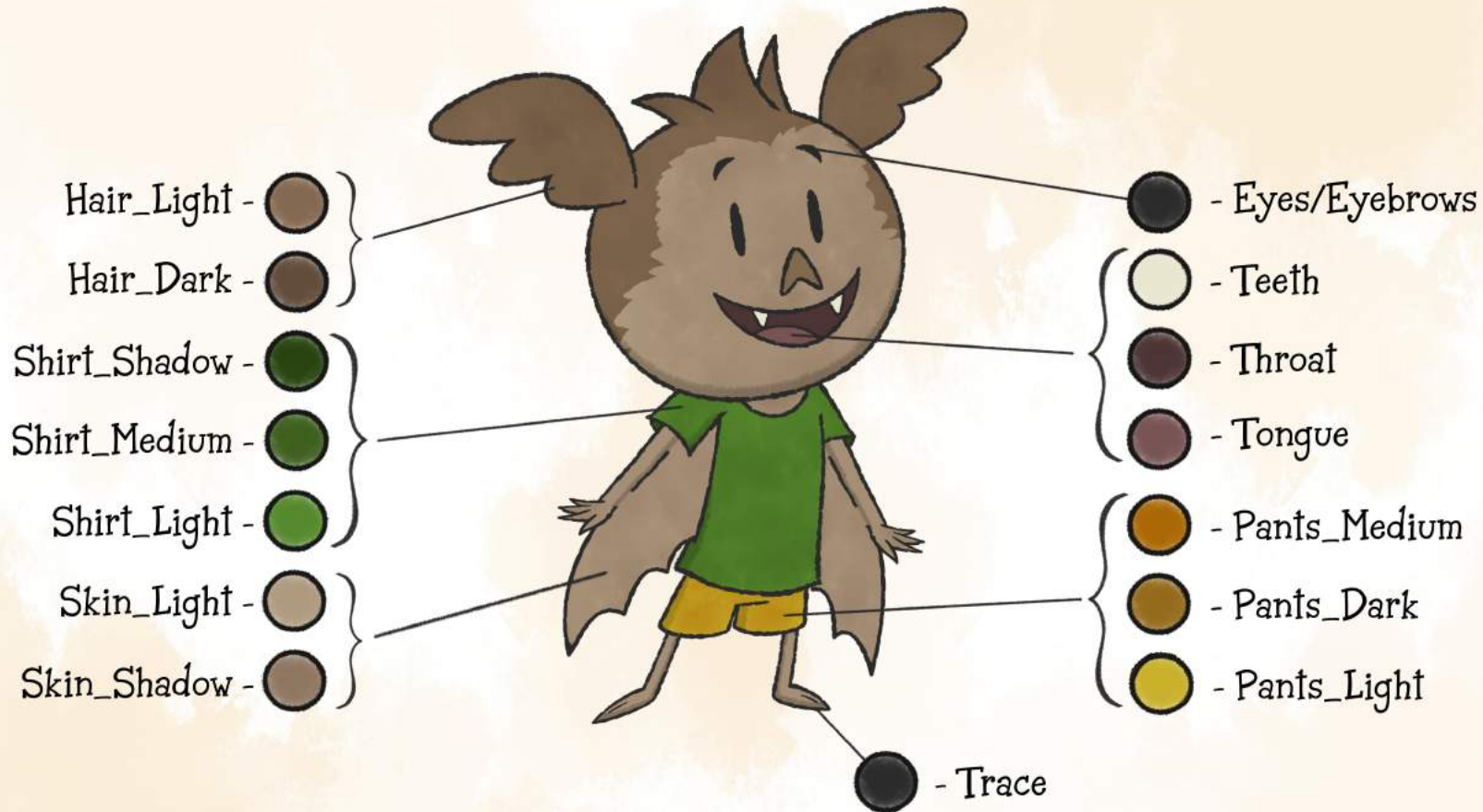
Ari is imaginative but sometimes forgetful. He is often found snacking and saying things like, "That is so cool!" or "I meant to do that." Ari has functioning wings and can take off from the ground and fly for short distances. He uses a few flaps to make a big hop over an obstacle or get up into a tree.





# A- Characters:

## A2-Ari: Color Palette & Textures



[Swatch] - Hair\_Light

R: 131 - G: 105 - B: 80  
C: 43 - M: 52 - Y: 69 - K: 21

[Swatch] - Hair\_Dark

R: 98 - G: 77 - B: 59  
C: 49 - M: 59 - Y: 72 - K: 39

[Swatch] - Shirt\_Shadow

R: 41 - G: 68 - B: 16  
C: 75 - M: 47 - Y: 100 - K: 52

[Swatch] - Shirt\_Medium

R: 62 - G: 96 - B: 30  
C: 22 - M: 98 - Y: 88 - K: 14

[Swatch] - Shirt\_Light

R: 86 - G: 137 - B: 45  
C: 71 - M: 26 - Y: 100 - K: 10

[Swatch] - Skin\_Light

[Swatch] - Skin\_Shadow

[Swatch] - Eyes/Eyebrows

[Swatch] - Teeth

[Swatch] - Throat

R: 174 - G: 154 - B: 127  
C: 33 - M: 36 - Y: 52 - K: 2

R: 143 - G: 12 - B: 99  
C: 42 - M: 48 - Y: 60 - K: 13

R: 44 - G: 43 - B: 43  
C: 70 - M: 65 - Y: 63 - K: 65

R: 233 - G: 231 - B: 208  
C: 8 - M: 5 - Y: 19 - K: 0

R: 78 - G: 53 - B: 53  
C: 53 - M: 70 - Y: 63 - K: 52

[Swatch] - Tongue

[Swatch] - Pants\_Medium

[Swatch] - Pants\_Dark

[Swatch] - Pants\_Light

[Swatch] - Trace

R: 122 - G: 86 - B: 86  
C: 45 - M: 64 - Y: 56 - K: 25

R: 171 - G: 104 - B: 4  
C: 27 - M: 61 - Y: 100 - K: 13

R: 149 - G: 107 - B: 27  
C: 35 - M: 53 - Y: 100 - K: 18

R: 202 - G: 178 - B: 47  
C: 24 - M: 24 - Y: 100 - K: 1

R: 44 - G: 43 - B: 43  
C: 70 - M: 65 - Y: 63 - K: 65





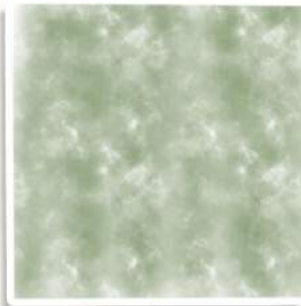
# A- Characters:

## A2-Ari: Color Palette & Textures

Ari Hair Texture OL



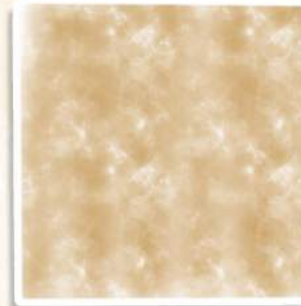
Ari Shirt Texture OL



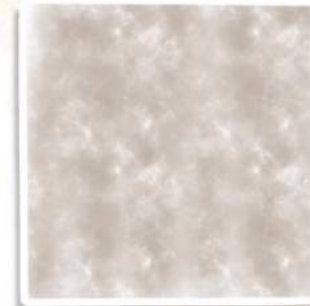
Ari Skin/Wings Texture OL



Ari Pants Texture OL



Ari Limbs Texture OL



Ari Hair Main Fill



Ari Shirt Main Fill



Ari Skin/Wings Main Fill



Ari Pants Main Fill



Ari Limbs Main Fill



Character Outline





# A- Characters:

## A2-Ari: Poses



A2\_ari\_pose\_0001



A2\_ari\_pose\_0002



A2\_ari\_pose\_0003



A2\_ari\_pose\_0004



A2\_ari\_pose\_0005



A2\_ari\_pose\_0006



A2\_ari\_pose\_0007



A2\_ari\_pose\_0008



A2\_ari\_pose\_0009



A2\_ari\_pose\_0010



# A- Characters:

## A2-Ari: Poses



A2\_ari\_pose\_0011



A2\_ari\_pose\_0012



A2\_ari\_pose\_0013



A2\_ari\_pose\_0014



A2\_ari\_pose\_0015



A2\_ari\_pose\_0016



A2\_ari\_pose\_0017



A2\_ari\_pose\_0018



A2\_ari\_pose\_0019



A2\_ari\_pose\_0020

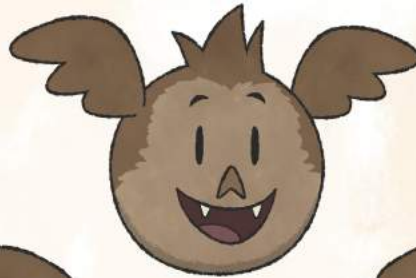


# A- Characters:

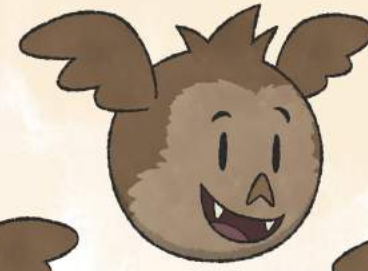
## A2-Ari: Expressions



A2\_ari\_expression\_0001



A2\_ari\_expression\_0002



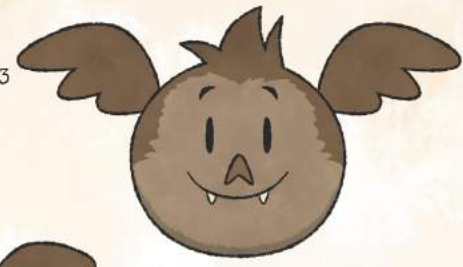
A2\_ari\_expression\_0003



A2\_ari\_expression\_0004



A2\_ari\_expression\_0005



A2\_ari\_expression\_0006



A2\_ari\_expression\_0007



A2\_ari\_expression\_0008



A2\_ari\_expression\_0009



A2\_ari\_expression\_00010



A2\_ari\_expression\_00011



A2\_ari\_expression\_00012



A2\_ari\_expression\_00013



A2\_ari\_expression\_00014



A2\_ari\_expression\_00015



# A- Characters:

## A2-Ari: Mouth Chart



A2\_ari\_Mouth\_hA



A2\_ari\_Mouth\_hB



A2\_ari\_Mouth\_hC



A2\_ari\_Mouth\_hD



A2\_ari\_Mouth\_hE



A2\_ari\_Mouth\_hF



A2\_ari\_Mouth\_hG



A2\_ari\_Mouth\_hH



A2\_ari\_Mouth\_hI



A2\_ari\_Mouth\_sA



A2\_ari\_Mouth\_sB



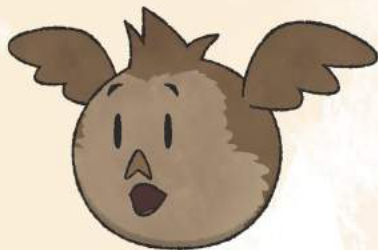
A2\_ari\_Mouth\_sC



A2\_ari\_Mouth\_sD



A2\_ari\_Mouth\_sE



A2\_ari\_Mouth\_sF



A2\_ari\_Mouth\_sG



A2\_ari\_Mouth\_sH

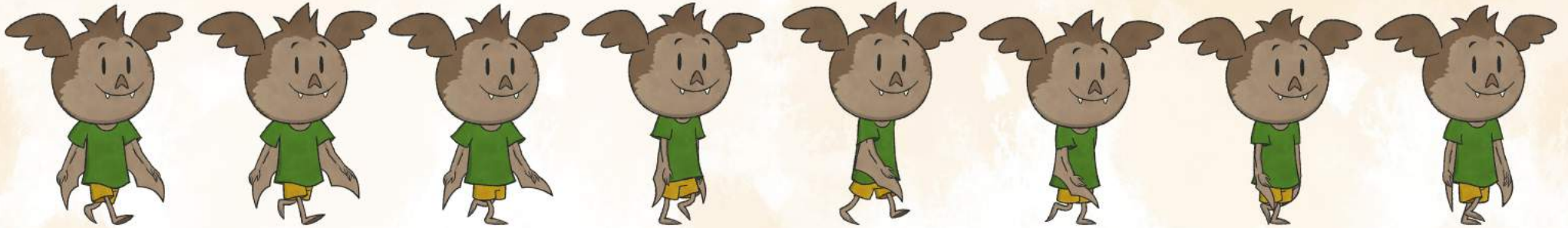


A2\_ari\_Mouth\_sI

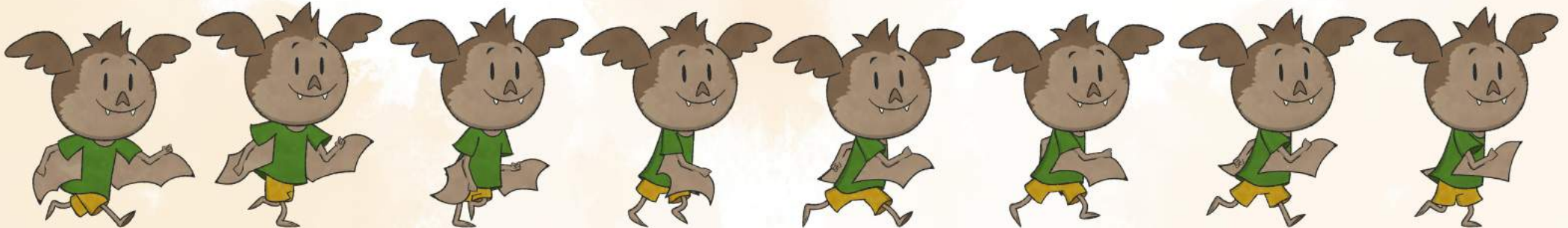


# A- Characters:

## A2-Ari: Walk/Run Cycle



A1\_ari\_cycles\_walk



A1\_ari\_cycles\_run



# Characters:

## A2-Ari: Costumes



A2\_ari\_costume\_winter\_01



A2\_ari\_costume\_seed



A2\_ari\_costume\_pajamas



A2\_ari\_costume\_magician



A2\_ari\_costume\_winter\_02



# A- Characters:

## A3-Olive

Olive is also one of Elinor's best friends. She has a warm and generous personality, and is very perceptive about others.

She loves books and is the best reader in the group. She also has an excellent memory, so she often has a useful tidbit of information to share with the group. Olive loves mysteries (she will often say "Sounds like a mystery!") and words (she will often say, "I like that word!"). She loves being the note-taker in the group, often laying the groundwork for the kids to make an interesting connection.

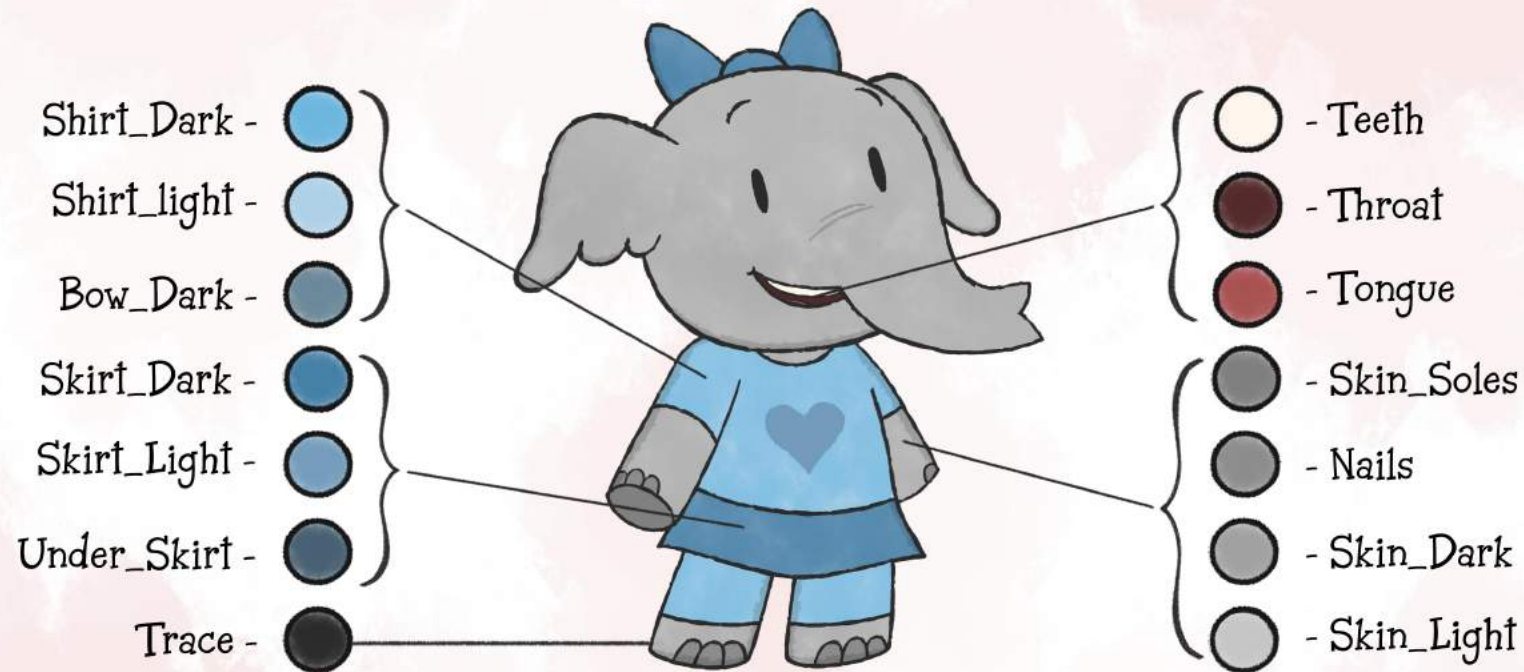
Olive doesn't run or jump around as much as Elinor and Ari, but she's as strong as an elephant (at least, a kid elephant). Olive's trunk is very flexible and useful. Since her hands don't have very dexterous fingers, she uses her trunk to make gestures, and to hold or manipulate things like a crayon or a fork. One of her favorite foods are bananas.





# A- Characters:

## A3-Olive: Color Palette & Textures



● - Shirt\_Dark

R: 110 - G: 183 - B: 223  
C: 53 - M: 13 - Y: 3 - K: 0

● - Shirt\_light

R: 174 - G: 209 - B: 232  
C: 30 - M: 8 - Y: 3 - K: 0

● - Bow\_Dark

R: 108 - G: 137 - B: 154  
C: 62 - M: 38 - Y: 31 - K: 2

● - Skirt\_Dark

R: 69 - G: 128 - B: 167  
C: 76 - M: 42 - Y: 19 - K: 1

● - Skirt\_Light

R: 116 - G: 157 - B: 187  
C: 57 - M: 29 - Y: 16 - K: 0

● - Under\_Skirt

● - Trace

○ - Teeth

● - Throat

● - Tongue

R: 71 - G: 97 - B: 114  
C: 76 - M: 54 - Y: 41 - K: 17

R: 44 - G: 43 - B: 43  
C: 70 - M: 65 - Y: 63 - K: 65

R: 255 - G: 245 - B: 237  
C: 0 - M: 3 - Y: 5 - K: 0

R: 84 - G: 42 - B: 42  
C: 44 - M: 78 - Y: 68 - K: 56

R: 169 - G: 82 - B: 82  
C: 27 - M: 77 - Y: 63 - K: 12

● - Skin\_Soles

● - Nails

● - Skin\_Dark

● - Skin\_Light

R: 127 - G: 127 - B: 127  
C: 52 - M: 43 - Y: 43 - K: 8

R: 141 - G: 141 - B: 141  
C: 47 - M: 39 - Y: 39 - K: 3

R: 161 - G: 161 - B: 161  
C: 39 - M: 32 - Y: 32 - K: 1

R: 198 - G: 198 - B: 198  
C: 22 - M: 17 - Y: 18 - K: 0





# A- Characters:

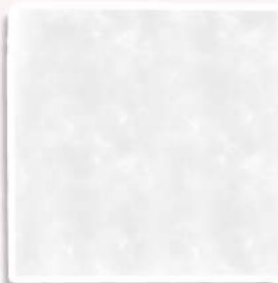
## A3-Olive: Color Palette & Textures



Character Outline



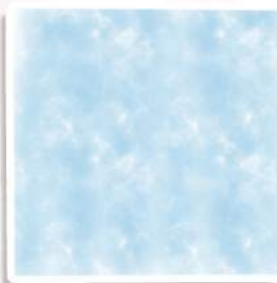
Olive Skin Texture OL



Olive Skin Main Fill



Olive Dress Texture OL



Olive Dress Main Fill



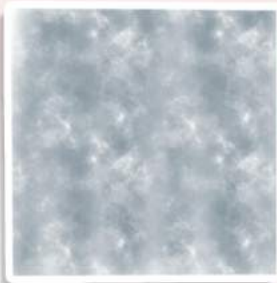
Olive Bow Texture OL



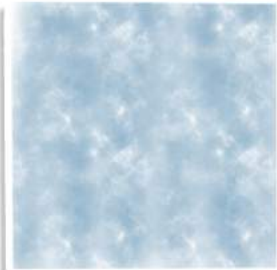
Olive Bow Main Fill



Olive Skirt Texture UL



Olive Skirt Texture OL



Olive Skirt UL Fill



Olive Heart Fill



Olive Nails Main Fill



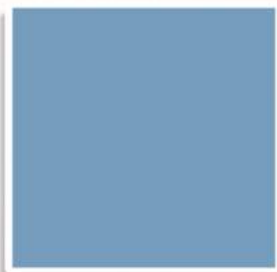
Olive Pants Main Fill



Olive Bow Inner Line



Olive Skirt Main Fill



# A- Characters:

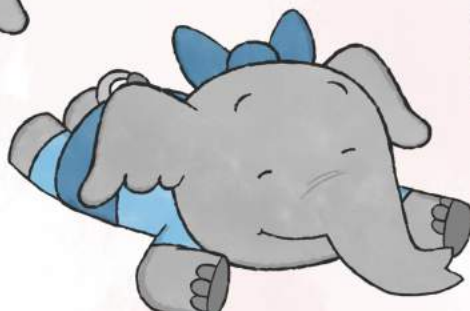
## A3-Olive: Poses



A3\_olive\_pose\_0001



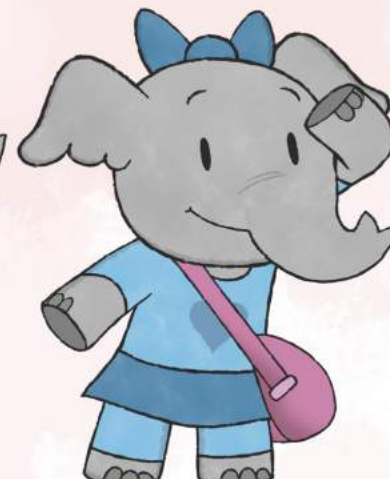
A3\_olive\_pose\_0002



A3\_olive\_pose\_0003



A3\_olive\_pose\_0004



A3\_olive\_pose\_0005



A3\_olive\_pose\_0006



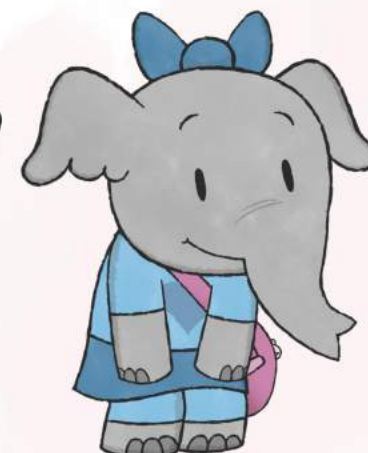
A3\_olive\_pose\_0007



A3\_olive\_pose\_0008



A3\_olive\_pose\_0009



A3\_olive\_pose\_0010



# A- Characters:

## A3-Olive: Poses



A3\_olive\_pose\_0011



A3\_olive\_pose\_0012



A3\_olive\_pose\_0013



A3\_olive\_pose\_0014



A3\_olive\_pose\_0015



A3\_olive\_pose\_0016



A3\_olive\_pose\_0017



A3\_olive\_pose\_0018



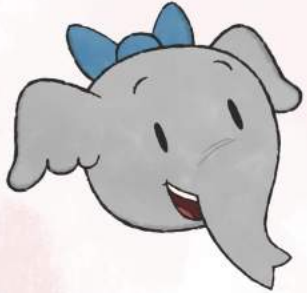
A3\_olive\_pose\_0019



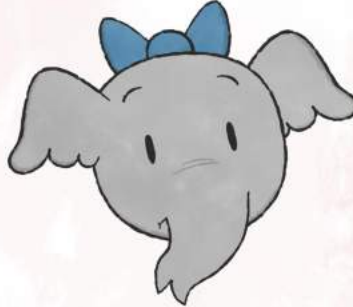
A3\_olive\_pose\_0020

# A- Characters:

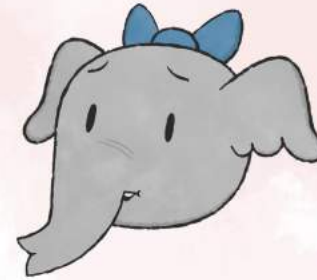
## A3-Olive: Expressions



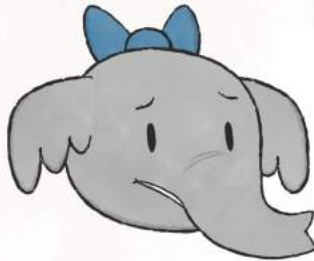
A3\_olive\_expression\_0001



A3\_olive\_expression\_0002



A3\_olive\_expression\_0003



A3\_olive\_expression\_0004



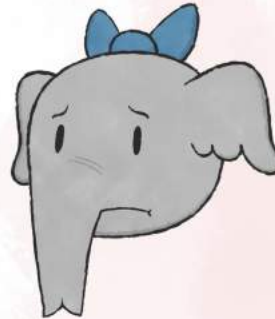
A3\_olive\_expression\_0005



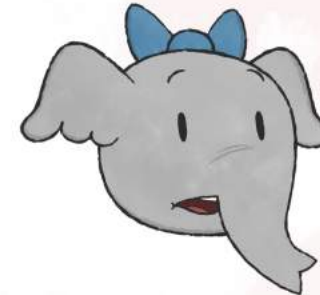
A3\_olive\_expression\_0006



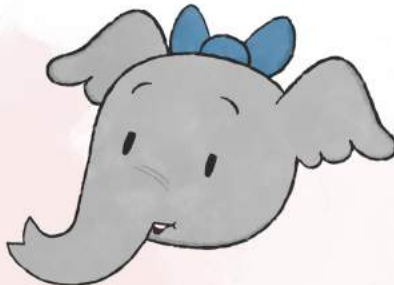
A3\_olive\_expression\_0007



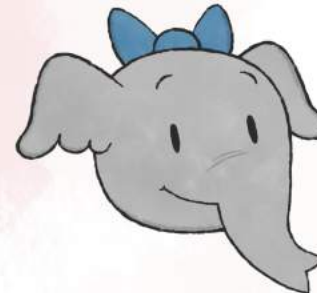
A3\_olive\_expression\_0008



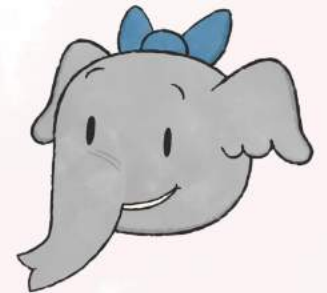
A3\_olive\_expression\_0009



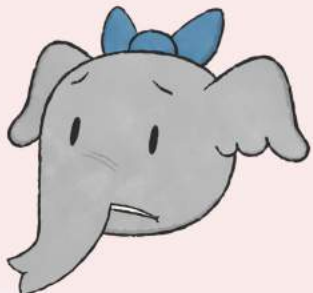
A3\_olive\_expression\_0010



A3\_olive\_expression\_0011



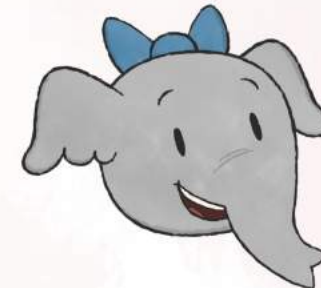
A3\_olive\_expression\_0012



A3\_olive\_expression\_0013



A3\_olive\_expression\_0014



A3\_olive\_expression\_0015

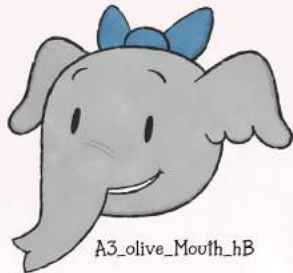


# A- Characters:

## A3-Olive: Mouth Chart



A3\_olive\_Mouth\_hA



A3\_olive\_Mouth\_hB



A3\_olive\_Mouth\_hC



A3\_olive\_Mouth\_hD



A3\_olive\_Mouth\_hE



A3\_olive\_Mouth\_hF



A3\_olive\_Mouth\_hG



A3\_olive\_Mouth\_hH



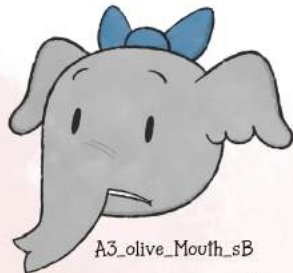
A3\_olive\_Mouth\_hI



A3\_olive\_Mouth\_hJ



A3\_olive\_Mouth\_sA



A3\_olive\_Mouth\_sB



A3\_olive\_Mouth\_sC



A3\_olive\_Mouth\_sD



A3\_olive\_Mouth\_sE



A3\_olive\_Mouth\_sF



A3\_olive\_Mouth\_sG



A3\_olive\_Mouth\_sH



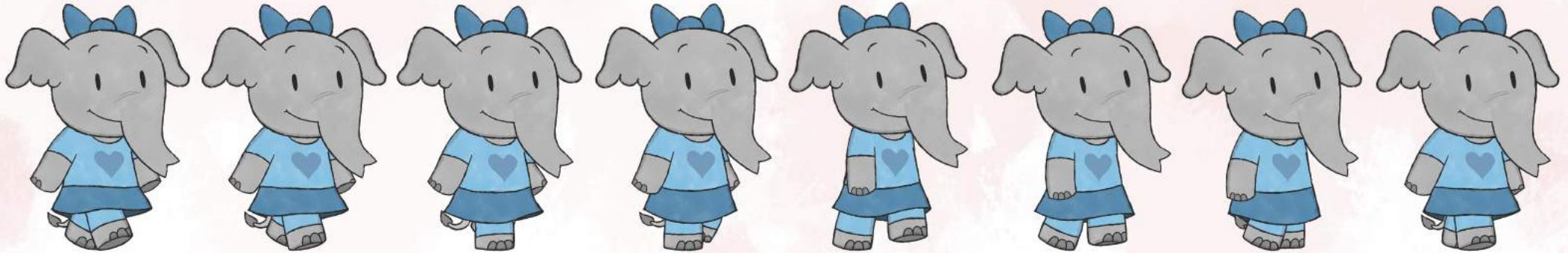
A3\_olive\_Mouth\_sI



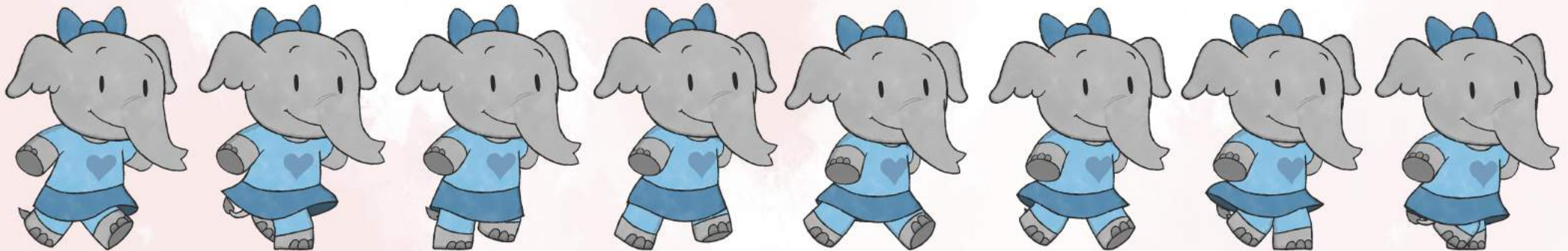
A3\_olive\_Mouth\_sJ

# A- Characters:

## A3-Olive: Walk/Run Cycle



A3\_olive\_cycles\_walk



A3\_olive\_cycles\_run



# A- Characters:

## A3-Olive: Costumes



A3\_olive\_costume\_satchel\_hat



A3\_olive\_costume\_winter



A3\_olive\_costume\_book



A3\_olive\_costume\_winter\_light

# A- Characters:

## A4-Ms. Mole

Ms. Mole is the kids' teacher at school. She has been in the classroom longer than anyone can remember, so she's seen it all, but she hasn't lost her energy for teaching. She is quirky and well-versed in a child's sense of humor, with a fine-tuned sense of how to talk to access a child's world-view and speak to them in a way that will tickle and intrigue them.

Her sense of humor is on the goofy side; she likes to be silly and make jokes to put the children at ease and make them feel comfortable. She's independent, and likes to encourage kids to be the same. Her eyesight isn't very good (she's a mole), so she relies on her other senses a lot.





# A- Characters:

## A4-Ms. Mole: Color Palette & Textures



(Light tan) - Skin\_Light

R: 202 - G: 195 - B: 165  
C: 22 - M: 18 - Y: 37 - K: 0

(Dark tan) - Skin\_Dark

R: 141 - G: 123 - B: 88  
C: 42 - M: 44 - Y: 70 - K: 14

(Dark purple) - Cardigan\_Dark

R: 137 - G: 113 - B: 167  
C: 51 - M: 61 - Y: 8 - K: 0

(Light purple) - Cardigan\_Light

R: 183 - G: 161 - B: 205  
C: 27 - M: 37 - Y: 0 - K: 0

(Dark purple) - Shirt\_Dark

R: 180 - G: 130 - B: 195  
C: 30 - M: 55 - Y: 0 - K: 0

(Light purple) - Shirt\_Light

R: 206 - G: 150 - B: 220  
C: 21 - M: 44 - Y: 0 - K: 0

(Dark purple) - Skirt\_Dark

(Medium purple) - Skirt\_Medium

(Light purple) - Skirt\_Light

(Light red) - Hair\_Light

(Medium red) - Hair\_Medium

(Dark red) - Hair\_Dark

R: 62 - G: 44 - B: 82  
C: 81 - M: 88 - Y: 39 - K: 35

R: 116 - G: 85 - B: 143  
C: 64 - M: 76 - Y: 16 - K: 2

R: 150 - G: 116 - B: 175  
C: 45 - M: 60 - Y: 3 - K: 0

R: 190 - G: 81 - B: 49  
C: 19 - M: 80 - Y: 91 - K: 7

R: 151 - G: 53 - B: 36  
C: 27 - M: 89 - Y: 96 - K: 24

R: 141 - G: 45 - B: 29  
C: 28 - M: 91 - Y: 99 - K: 29

(Light blue) - Glasses\_Texture

(White) - Glasses

(Dark brown) - Throat

(Brown) - Tongue

(Yellow) - Teeth

(Black) - Trace

R: 132 - G: 227 - B: 239  
C: 41 - M: 0 - Y: 9 - K: 0

R: 254 - G: 250 - B: 255  
C: 0 - M: 2 - Y: 0 - K: 0

R: 62 - G: 46 - B: 46  
C: 59 - M: 69 - Y: 63 - K: 60

R: 128 - G: 95 - B: 95  
C: 45 - M: 61 - Y: 53 - K: 20

R: 253 - G: 246 - B: 226  
C: 1 - M: 2 - Y: 11 - K: 0

R: 44 - G: 43 - B: 43  
C: 70 - M: 65 - Y: 63 - K: 65

# A- Characters:

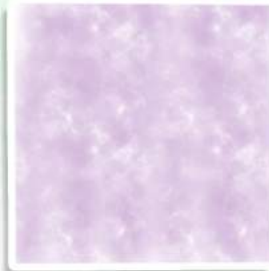
## A4-Ms. Mole: Color Palette & Textures



Character Outline



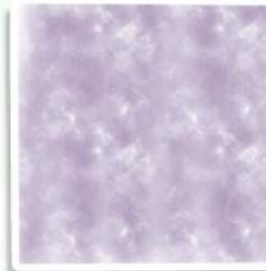
Ms. Mole Shirt Texture



Ms. Mole Cardigan OL



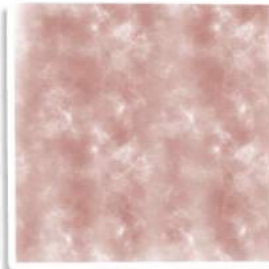
Ms. Mole Shirt/Shoes  
Texture\_OL



Ms. Mole Shirt Fill



Ms. Mole Hair Texture OL



Ms. Mole Hair Main



Ms. Mole Hair Tone



Ms. Mole Cardigan Main



Ms. Mole Skin Texture OL



Ms. Mole Skin Main



Ms. Mole Nose



Ms. Mole Shirt/Shoes  
Main





# A- Characters:

## A4-Ms. Mole: Poses



A4-msmole\_pose\_0001



A4-msmole\_pose\_0002



A4-msmole\_pose\_0003



A4-msmole\_pose\_0004



A4-msmole\_pose\_0005



A4-msmole\_pose\_0006



A4-msmole\_pose\_0007



A4-msmole\_pose\_0008



A4-msmole\_pose\_0009



A4-msmole\_pose\_0010



# A- Characters:

## A4-Ms. Mole: Poses



A4\_msmole\_pose\_0011



A4\_msmole\_pose\_0012



A4\_msmole\_pose\_0013



A4\_msmole\_pose\_0014



A4\_msmole\_pose\_0015



A4\_msmole\_pose\_0016



A4\_msmole\_pose\_0017



A4\_msmole\_pose\_0018



A4\_msmole\_pose\_0019



A4\_msmole\_pose\_0020



# A- Characters:

## A4-Ms. Mole: Expressions



A4-msmole\_expression\_0001



A4-msmole\_expression\_0002



A4-msmole\_expression\_0003



A4-msmole\_expression\_0004



A4-msmole\_expression\_0005



A4-msmole\_expression\_0006



A4-msmole\_expression\_0007



A4-msmole\_expression\_0008



A4-msmole\_expression\_0009



A4-msmole\_expression\_0010



A4-msmole\_expression\_0011



A4-msmole\_expression\_0012



A4-msmole\_expression\_0013



A4-msmole\_expression\_0014



A4-msmole\_expression\_0015



# A- Characters:

## A4-Ms. Mole: Mouth Chart



A4\_msmole\_Mouth\_hA



A4\_msmole\_Mouth\_hB



A4\_msmole\_Mouth\_hC



A4\_msmole\_Mouth\_hD



A4\_msmole\_Mouth\_hE



A4\_msmole\_Mouth\_hF



A4\_msmole\_Mouth\_hG



A4\_msmole\_Mouth\_hH



A4\_msmole\_Mouth\_hI



A4\_msmole\_Mouth\_hJ



A4\_msmole\_Mouth\_sA



A4\_msmole\_Mouth\_sB



A4\_msmole\_Mouth\_sC



A4\_msmole\_Mouth\_sD



A4\_msmole\_Mouth\_sE



A4\_msmole\_Mouth\_sF



A4\_msmole\_Mouth\_sG



A4\_msmole\_Mouth\_sH



A4\_msmole\_Mouth\_sI



A4\_msmole\_Mouth\_sJ



# A- Characters:

## A4-Ms. Mole: Walk/Run Cycle



A4\_msmole\_cycles\_walk



A4\_msmole\_cycles\_run

# A- Characters:

## A4-Ms. Mole: Costumes



A4\_ms\_mole\_costume\_octopus



A4\_ms\_mole\_costume\_bear\_coat



A4\_ms\_mole\_costume\_flower\_pot



A4\_ms\_mole\_costume\_bee



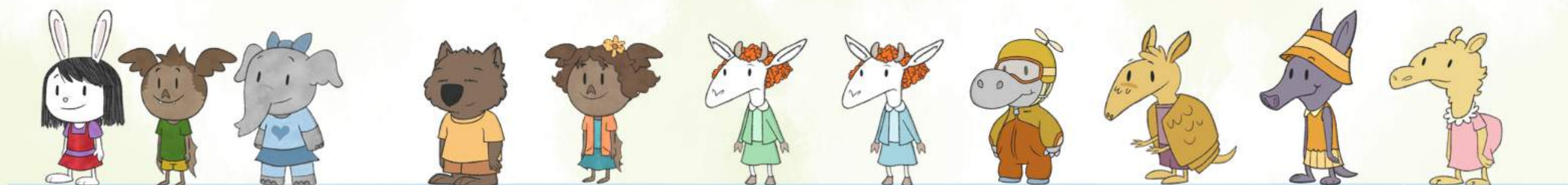
# A- Characters:

A5-Lineup: 01



# A- Characters:

A5-Lineup: 02





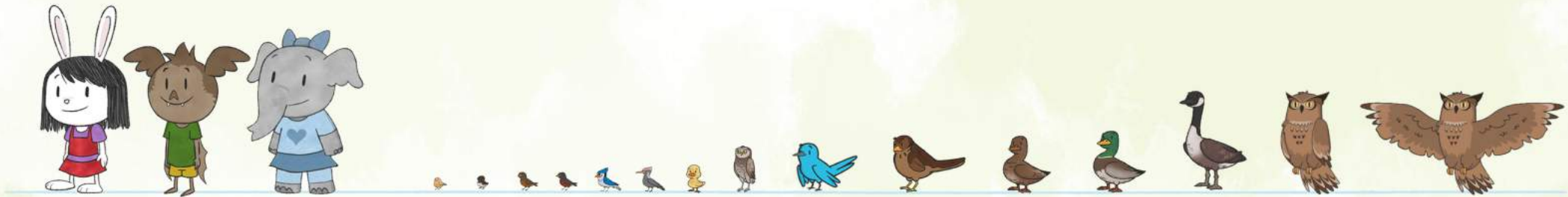
# A- Characters:

A5-Lineup: 03



# A- Characters:

A5-Lineup: 04



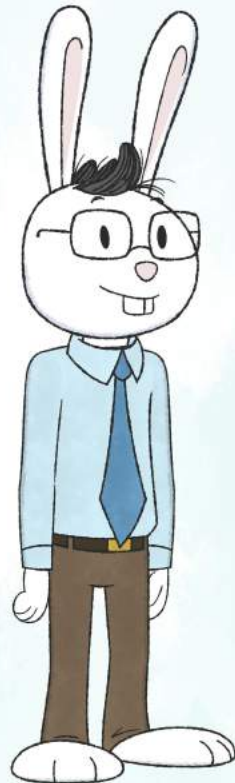


# A- Characters:

## A6-Extras



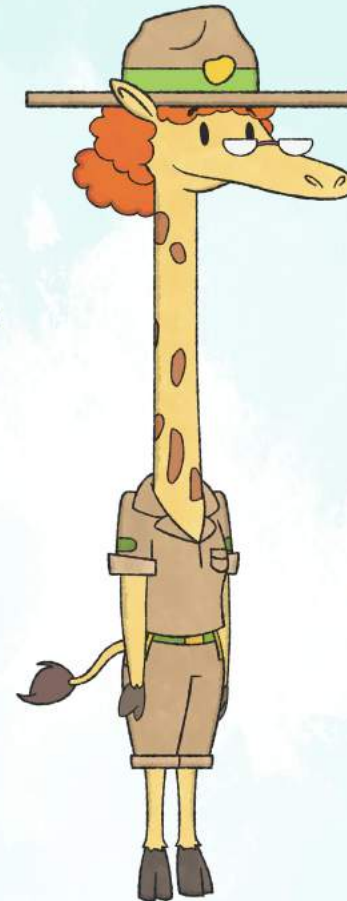
A6\_extras\_senor\_tapir



A6\_extras\_mr\_rabbit



A6\_extras\_ranger\_rabbit



A6\_extras\_ms\_gee\_raffe



A6\_extras\_deputy\_jack\_mouse

# A- Characters:

## A6-Extras: Poses - Ranger Rabbit



A6\_extras\_poses\_ranger\_rabbit\_0001



A6\_extras\_poses\_ranger\_rabbit\_0002



A6\_extras\_poses\_ranger\_rabbit\_0003



A6\_extras\_poses\_ranger\_rabbit\_0004



A6\_extras\_poses\_ranger\_rabbit\_0005



A6\_extras\_poses\_ranger\_rabbit\_0006



A6\_extras\_poses\_ranger\_rabbit\_0007



A6\_extras\_poses\_ranger\_rabbit\_0008



A6\_extras\_poses\_ranger\_rabbit\_0009



A6\_extras\_poses\_ranger\_rabbit\_0010



A6\_extras\_poses\_ranger\_rabbit\_0011



A6\_extras\_poses\_ranger\_rabbit\_0012



A6\_extras\_poses\_ranger\_rabbit\_0013



A6\_extras\_poses\_ranger\_rabbit\_0014



A6\_extras\_poses\_ranger\_rabbit\_0015





# A- Characters:

## A6-Extras: Poses - Mr. Rabbit



A6\_extras\_poses\_mr\_rabbit\_0001



A6\_extras\_poses\_mr\_rabbit\_0002



A6\_extras\_poses\_mr\_rabbit\_0003



A6\_extras\_poses\_mr\_rabbit\_0004



A6\_extras\_poses\_mr\_rabbit\_0005



A6\_extras\_poses\_mr\_rabbit\_0006



A6\_extras\_poses\_mr\_rabbit\_0007



A6\_extras\_poses\_mr\_rabbit\_0008



A6\_extras\_poses\_mr\_rabbit\_0009



A6\_extras\_poses\_mr\_rabbit\_0010



A6\_extras\_poses\_mr\_rabbit\_0011



A6\_extras\_poses\_mr\_rabbit\_0012



A6\_extras\_poses\_mr\_rabbit\_0013



A6\_extras\_poses\_mr\_rabbit\_0014



A6\_extras\_poses\_mr\_rabbit\_0015

# A- Characters:

## A6-Extras: Poses - Senor Tapir



A6\_extras\_poses\_senor\_tapir\_0001



A6\_extras\_poses\_senor\_tapir\_0002



A6\_extras\_poses\_senor\_tapir\_0003



A6\_extras\_poses\_senor\_tapir\_0004



A6\_extras\_poses\_senor\_tapir\_0005



A6\_extras\_poses\_senor\_tapir\_0006



A6\_extras\_poses\_senor\_tapir\_0007



A6\_extras\_poses\_senor\_tapir\_0008



A6\_extras\_poses\_senor\_tapir\_0009



A6\_extras\_poses\_senor\_tapir\_0010



A6\_extras\_poses\_senor\_tapir\_0011



A6\_extras\_poses\_senor\_tapir\_0012



A6\_extras\_poses\_senor\_tapir\_0013



A6\_extras\_poses\_senor\_tapir\_0014

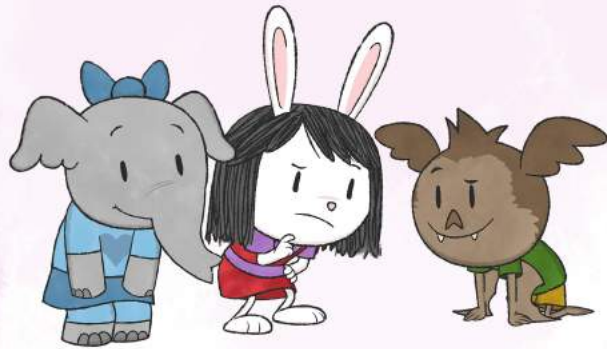


A6\_extras\_poses\_senor\_tapir\_0015



# A- Characters:

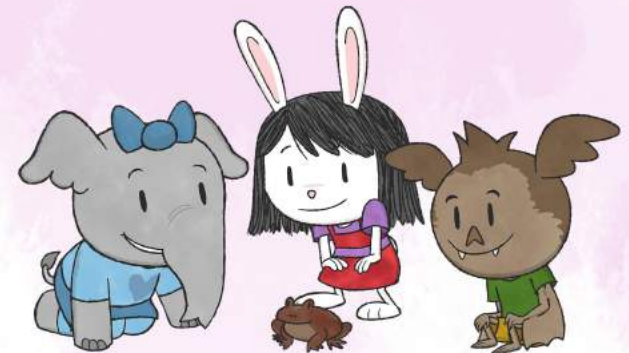
## A7- Group Poses



A7\_group\_pose\_0001



A7\_group\_pose\_0002



A7\_group\_pose\_0003



A7\_group\_pose\_0004



A7\_group\_pose\_0005



A7\_group\_pose\_0006

# A- Characters:

## A7- Group Poses



A7\_group\_pose\_0007



A7\_group\_pose\_0008



A7\_group\_pose\_0009



A7\_group\_pose\_0010



A7\_group\_pose\_0011



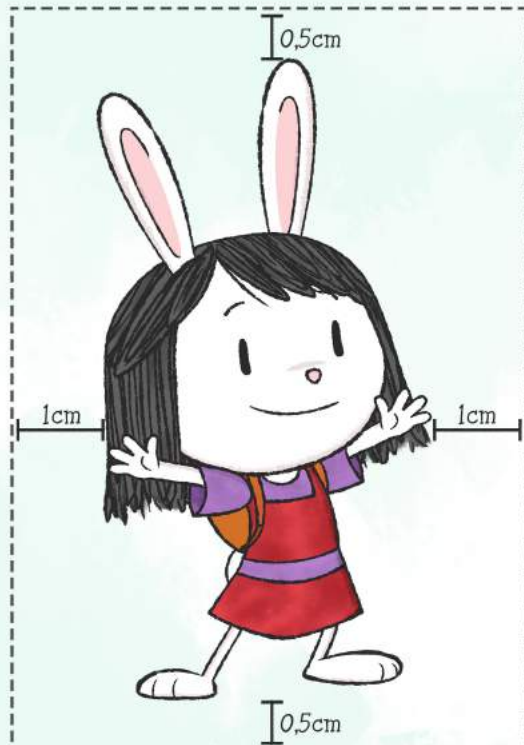
A7\_group\_pose\_0012



# A- Characters:

## A.a - How to: Page Placement

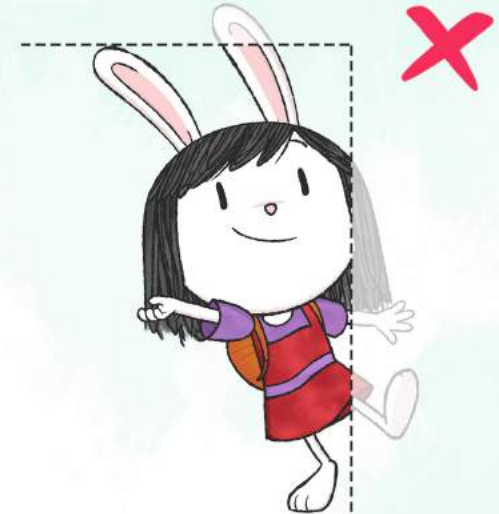
-Avoid placing the characters too close or clipping through the edge of the page.



-Leave room between characters and text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

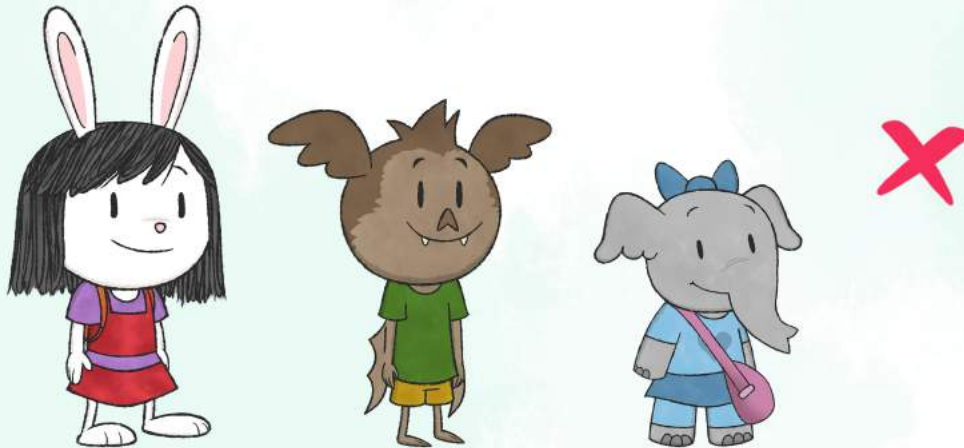
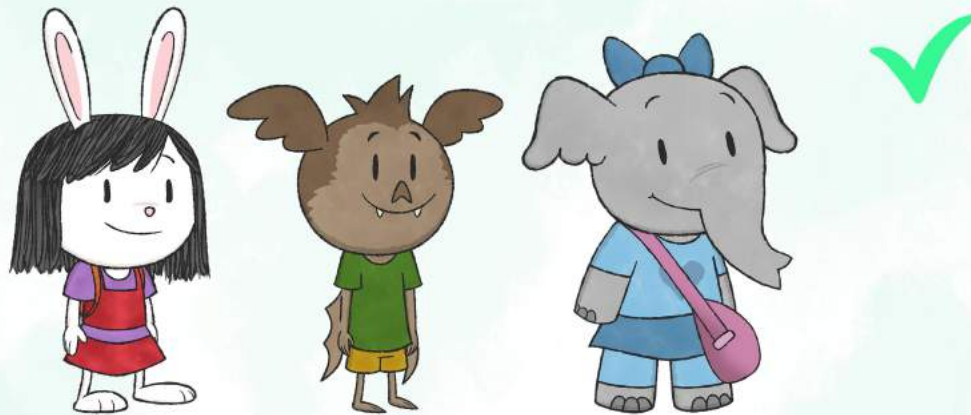
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



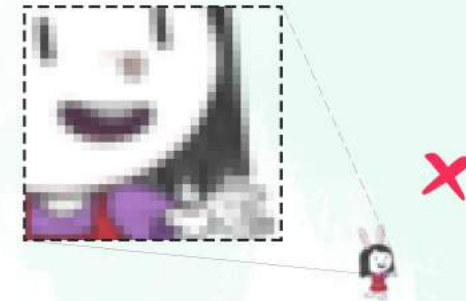
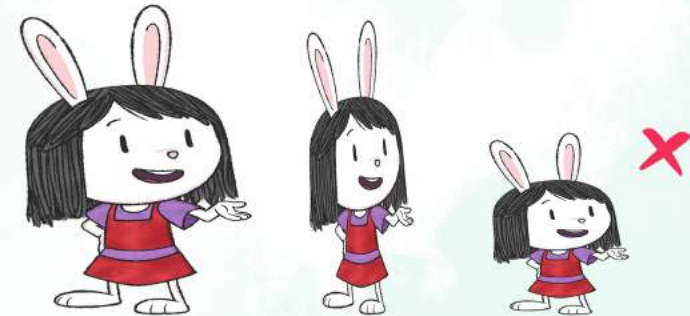
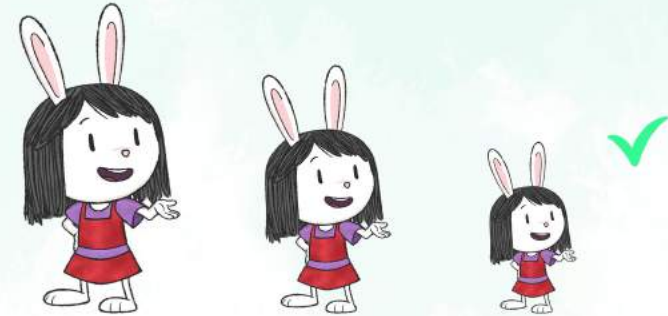
# A- Characters:

## A.a - How to: Scale and Resizing

-Keep in mind the scale of the characters



-Do not squash or stretch the characters when resizing and avoid scaling it up or down to the point details start to get lost





# A- Characters:

## A.a - How to: Silhouettes

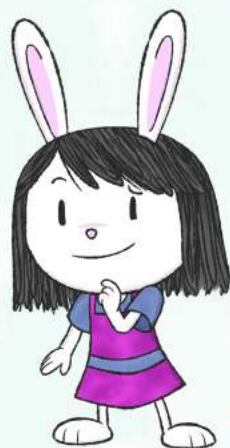
-Keep silhouettes clean for easir to read images



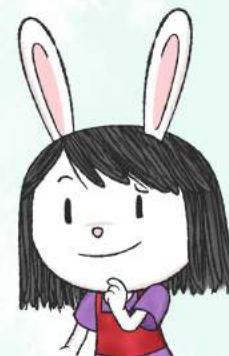
# A- Characters:

## A.a - How to: Color and Design

-Do not modify the character's design or proportions and do not change the colors



-Do not add "stroke", "dropshadow" or any other layer effect  
also avoid cutting out pieces the character





# B - Locations: -Map

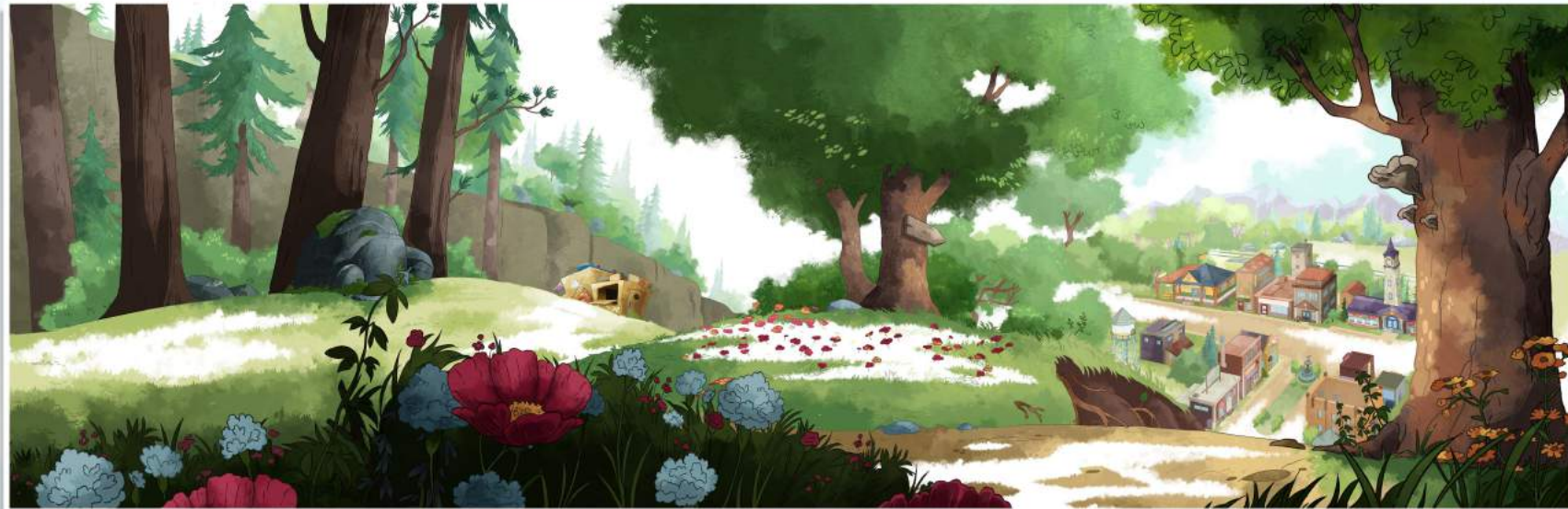
01





# B - Locations:

## B1-Town



B1\_ext\_town\_001



B1\_ext\_town\_002



# B - Locations:

## B2-Elinor's House: Exterior



B2\_ext\_elinor\_house\_001



B2\_ext\_elinor\_house\_002



B2\_ext\_elinor\_house\_003



B2\_ext\_elinor\_house\_snow\_001



B2\_ext\_elinor\_house\_night\_001



# B - Locations:

## B2-Elinor's House: Interior



B2\_int\_elinor\_liv\_rm\_001



B2\_int\_elinor\_kitchen\_001



B2\_int\_rabbit\_bdrm\_001



B2\_ext\_elinor\_bath\_001



B2\_int\_elinor\_bdrm\_001



# B - Locations:

## B2-Elinor's House: Interior



B2\_int\_elinor\_bdrm\_001



B2\_int\_rabbit\_bdrm\_night\_001



B2\_int\_elinor\_bdrm\_night\_002



B2\_int\_elinor\_kitchen\_002



# B - Locations:

## B3-Ari's House: Exterior



B3\_ext\_ari\_house\_001



B3\_ext\_ari\_house\_night\_001



B3\_ext\_ari\_house\_002



B3\_ext\_ari\_house\_003



# B - Locations:

## B3-Ari's House: Interior



B3\_int\_ari\_kitchen\_001



B3\_int\_ari\_bdrm\_001

# B - Locations:

## B4-Olive's House: Exterior



B4\_ext\_olive\_house\_001



B4\_ext\_olive\_house\_002



# B - Locations:

## B4-Olive's House: Interior



B4\_int\_olive\_bdrm\_001



B4\_int\_olive\_bdrm\_002



B4\_int\_olive\_house\_001



B4\_int\_olive\_house\_002

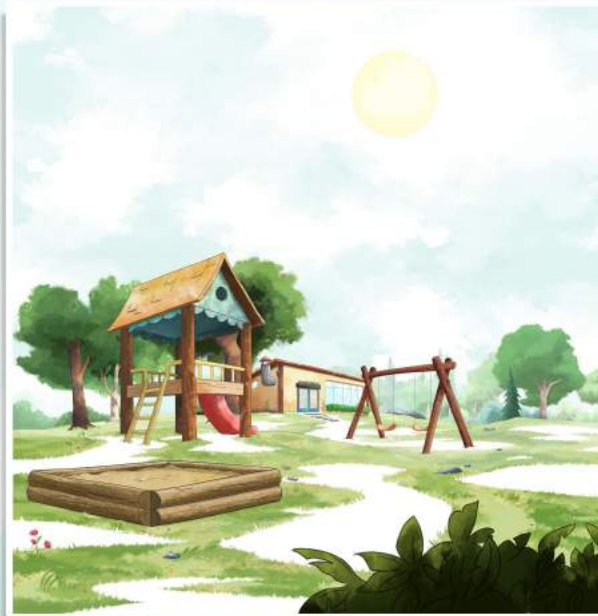


B4\_int\_olive\_house\_003



# B - Locations:

## B5-School: Exterior



B5\_ext\_school\_001



B5\_ext\_school\_002



B5\_ext\_school\_003



# B - Locations:

## B5-School: Interior



B5\_int\_school\_001



B5\_int\_school\_002



B5\_int\_school\_003



# B - Locations:

## B6-Forest: 01



B6\_forest\_001



B6\_forest\_002



# B - Locations:

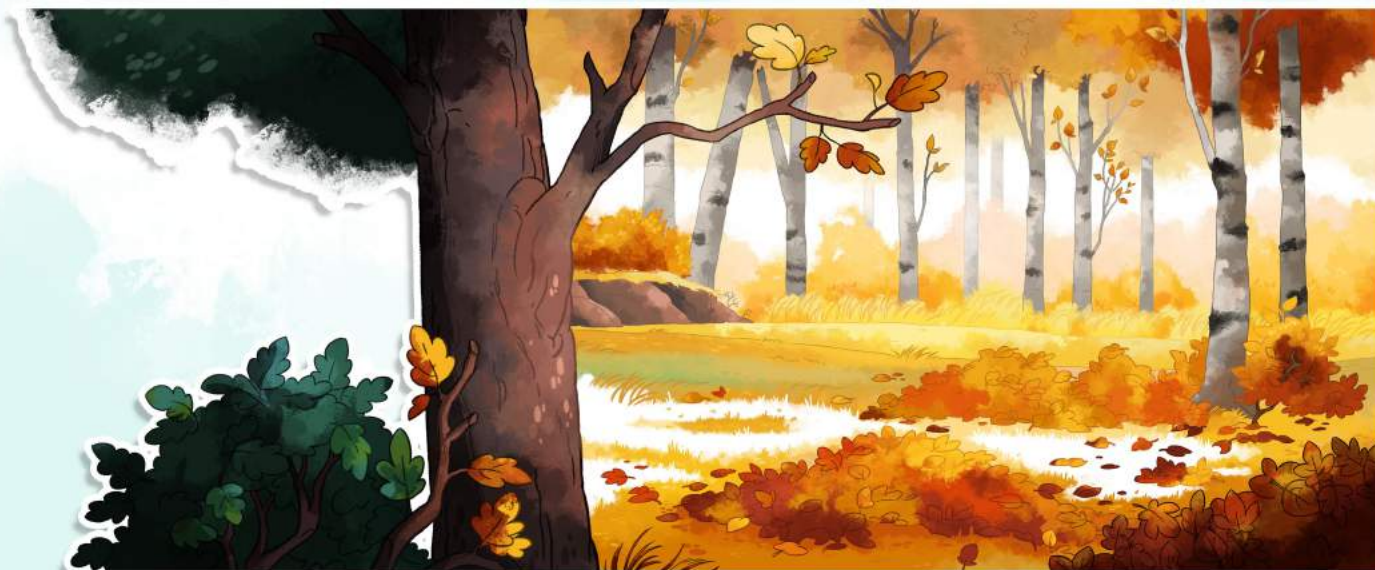
## B6-Forest: 02



B6\_forest\_003



B6\_forest\_004



B6\_forest\_005



# B - Locations:

## B7- Club House



B7\_ext\_clubhouse\_001



B7\_int\_clubhouse\_002



B7\_int\_clubhouse\_001



# B - Locations:

## B8- Extra Houses



B8\_ext\_mrdog\_house\_001



B8\_ext\_mrdog\_house\_002



B8\_ext\_moose\_house\_001



B8\_ext\_pig\_house\_001



# B - Locations:

## B8- Extra Houses



B8\_ext\_msmole\_house\_001



B8\_ext\_granpa\_gran\_house\_001



B8\_ext\_granpa\_gran\_house\_002



# B - Locations:

## B9- Park

01



B9\_ext\_park\_001



B9\_ext\_park\_002



B9\_ext\_park\_gazebo\_001



B9\_ext\_park\_fish\_pond\_001



# B- Locations:

## B.b - How to: Scale and Perspective



-Keep perspective and scale in mind when placing characters and props in the background



-Perspective and scale are off



# B- Locations:

## B.b - How to: Resize and Crop

-Make sure the images have enough resolution when resizing or cropping



-You'll get blurry and/or pixelated images if you use a low resolution file





# B- Locations:

## B.b - How to: General Tips



ex: B7\_ext\_clubhouse\_001



-Keep a pleasant composition



-The outlines should be thinner as objects move back in space



-Do not stretch or squash the image



# C - Props

01



C1\_ari\_watch



C2\_binoculars



C3\_camilla\_race\_car



C4\_city\_bus



C5\_club\_journal



C6\_clubhouse



C7\_elinor\_backpack



C8\_elinor\_race\_car



C9\_elinor\_wagon



C10\_fruits



# C - Props

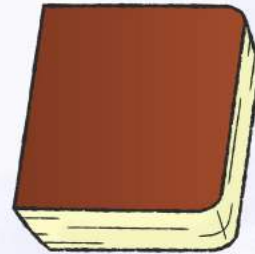
02



C11\_guitar



C12\_mag\_glass



C13\_ms\_mole\_book



C14\_olive\_satchel



C15\_olive\_tent



C16\_olive\_winter\_gear



C17\_rabbits\_tent



C18\_ranger\_rabbit\_book



C19\_watering\_can



D-Logo:



D\_elinor\_logo\_0001

- R: 104 - G: 43 - B: 126  
C: 73 - M: 100 - Y: 13 - K: 3
- R: 148 - G: 78 - B: 175  
C: 50 - M: 81 - Y: 0 - K: 0
- R: 255 - G: 220 - B: 102  
C: 1 - M: 11 - Y: 72 - K: 0
- R: 255 - G: 145 - B: 100  
C: 0 - M: 53 - Y: 62 - K: 0
- R: 226 - G: 103 - B: 35  
C: 7 - M: 73 - Y: 100 - K: 0

- R: 247 - G: 119 - B: 129  
C: 0 - M: 67 - Y: 35 - K: 0
- R: 202 - G: 36 - B: 43  
C: 14 - M: 99 - Y: 94 - K: 4
- R: 175 - G: 37 - B: 54  
C: 22 - M: 98 - Y: 81 - K: 13
- R: 171 - G: 225 - B: 233  
C: 31 - M: 0 - Y: 8 - K: 0



# D-Logo:

## D1-Variations



Solid Colors (simplified)



Grayscale



Black & White



Black & White (inverted)





# E - Font:

## -Upper Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## -Lower Case

a b c d e f g h i j k l m n o p q r s t u v w x y z

## -Numerals & Symbols

0 1 2 3 4 5 6 7 8 9 , . : ; ? ! @ # \$ % ^ & \* ( ) - + = { } \ / |

## -Size Examples

Aa Bb Cc

60pt

Aa Bb Cc

30pt

Aa Bb Cc

15pt

## -Color Variations

● Aa Bb Cc

C: 100 M: 97 Y: 00 K: 00  
R: 35 G: 38 B: 159

● Aa Bb Cc

C: 81 M: 97 Y: 00 K: 00  
R: 87 G: 35 B: 159

● Aa Bb Cc

C: 58 M: 100 Y: 00 K: 00  
R: 137 G: 22 B: 154

● Aa Bb Cc

C: 88 M: 32 Y: 75 K: 19  
R: 12 G: 114 B: 86

# F - Extras:

## F1-Washes



F1\_wash\_001



F1\_wash\_002



F1\_wash\_003

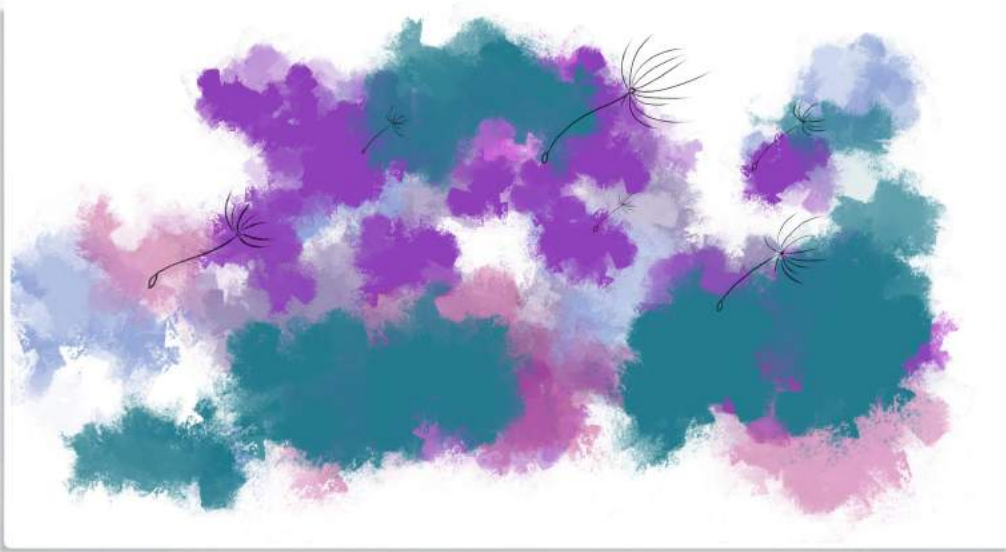


F1\_wash\_004



# F - Extras:

## F2-Splashes



F2\_splash\_001



F2\_splash\_002

# F - Extras:

## F3-Credit Beds



F3\_credit\_001



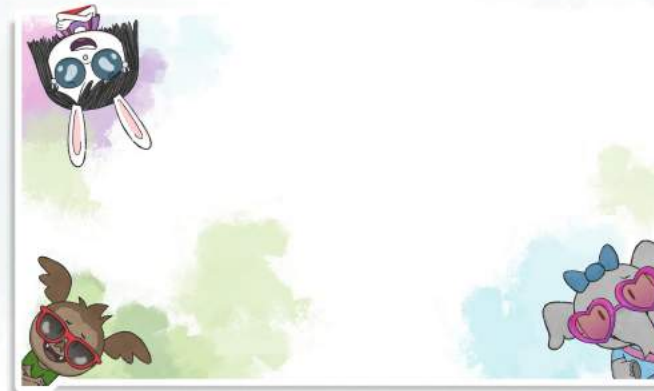
F3\_credit\_002



F3\_credit\_003




F3\_credit\_004



F3\_credit\_005





# Elinor

## Wonders Why

### Style Guide



Pipeline  
Studios